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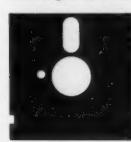
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Conducting a Successful Capital Campaign, Kent E. Dove, July/August 1989, p. 50 (reviewed by Harvey K. Jacobson).

The Effective College President, James L. Fisher, Martha W. Tack, and Karen J. Wheeler, July/August 1989, p. 50 (reviewed by Harvey K. Jacobson).

Higher Education and the Public Trust: Improving Statute in Colleges and Universities, Richard L. Alfred and Julie Weissman, April 1989, p. 56 (reviewed by Michael J. Worth).

Higher Education in Partnerships with Industry, David R. Powers, Mary F. Powers, Frederick Betz, and Carol B. Aslanian, April 1989, p. 56 (reviewed by Michael J. Worth).

The Invisible Tapestry: Culture in American Colleges and Universities, George D. Kuh and Elizabeth J. Whitt, November/December 1989, p. 53 (reviewed by Michael J. Worth).

Philanthropy: Four Views, Robert Payton, Michael Novak, Brian O'Connell, and Peter Dobkin Hall, March 1989, p. 43 (reviewed by Michael J. Worth).

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Public Opinion Polling: A Handbook for Public Interest and Citizen Advocacy Groups, Celinda C. Lake with Pat Callbeck Harper, January 1989, p. 46 (reviewed by Harvey K. Jacobson).

Public Relations: What Research Tells Us, John V. Pavlik, January 1989, p. 46 (reviewed by Harvey K. Jacobson).

Research in Progress: 1986-1987, A National Compilation of Research Projects on Philanthropy, Voluntary Action, and Not-for-profit Activity, July/August 1989, p. 50 (reviewed by Harvey K. Jacobson).

Working Effectively with Trustees: Building Cooperative Campus Leadership, Barbara E. Taylor, March 1989, p. 43 (reviewed by Michael J. Worth).

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An Analysis of College Choice Influence Items and Selected Biographic and Demographic Characteristics of Entering Freshmen at a Large Southeastern Urban University, John Michael Ash, February 1989, p. 55 (reviewed by Judy Diane Grace).

An Analysis of the Institutional Image of a Private University as Perceived by Its Prospective Students, James William Klenke, February 1989, p. 55 (reviewed by Judy Diane Grace).

An Assessment of Factors Related to Successful Fund Raising at Public, Doctorate-granting Universities, James Thomas Harris III, November/December 1989, p. 57 (reviewed by Robin Goldman).

Decision Making in Foundations: A Case Study, A. Hope Williams, April 1989, p. 53 (reviewed by Robin Goldman).

Factors Accounting for Variations in Levels of Private Giving to Higher Education in the United States, Sally Spaid Drachman, April 1989, p. 53 (reviewed by Robin Goldman).

Factors That Affect a Student's Decision to Enroll at Francis Marion College, Joseph Edward Heyward, February 1989, p. 55 (reviewed by Judy Diane Grace).

The Role of the College or University President in Institutional Advancement, John Michael Slinker, July/August 1989, p. 55 (reviewed by Robin Goldman).

Government Relations

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new tax cuts" (state relations, lobbying, public relations support). Suzanne Dean, May 1989, p. 18.

"At War Over Amendment Six: How the University of Colorado fought a statewide tax limitation measure" (state relations, public relations support). Donald C. Cannalite, May 1989, p. 24.

"Common Cause: To win public support for your institution's cause, find and organize partners who share your agenda" (lobbying, state relations). Bruce F. Freed, May 1989, p. 14.

Institutional Relations

"And the Taxpayers Take Away: With a powerful message and the right partners, the University of Utah convinced voters not to pass devastating new tax cuts" (state relations, lobbying, public relations support). Suzanne Dean, May 1989, p. 18.

"At War Over Amendment Six: How the University of Colorado fought a statewide tax limitation measure" (state relations, public relations support). Donald C. Cannalite, May 1989, p. 24.

"Between a Rock and a Hard Press: You can serve both your institution and the ideals of honest journalism" (media relations, ethics). Terry Shepard, November/December 1989, p. 10.

"For Your Eyes Only: More schools, colleges, and universities are producing videos with specific messages for specific audiences" (electronic media: video). William R. Wright, March 1989, p. 20.

"An Honorable Mention: When you can't score a big story about the news on your campus, winning a paragraph in a trend story may be the next

best thing" (media relations). Walter Harrison, February 1989, p. 24.

"Neighborhood Watch: Keeping an eye on your community's concerns can mean improved long-term relations" (community relations). Jan Michelsen, October 1989, p. 26.

"Off-the-job Training: For newcomers to PR, some of the best experience may be just outside the office door" (mentors, training). Betsy Rice, April 1989, p. 18.

"Planning Programs with Punch: Two professional event planners tell how to produce alumni special events that are sure to please" (special events). Tom Martin and Linda Adams, November/December 1989, p. 16.

"Team Spirit: At the University of Tennessee at Chattanooga, the PR staff and campus CEO team up to improve community relations" (president's role in public relations, community relations). Wendy Ann Larson, October 1989, p. 32.

"They Work Hard for the Money: An informal study reveals that PR officers play a major role in supporting capital campaigns" (capital campaigns, public relations support). Roger L. Williams, June 1989, p. 36.

"Twenty Questions: What you should ask—and answer—before you hire a video producer" (electronic media: video, consultants). Mark Edwards, March 1989, p. 26.

"Video News Releases: Slick, newsworthy videos are flooding TV newsrooms. Will yours stand out?" (media relations, electronic media: video). Gary T. Honnert, March 1989, p. 30.

"Where the Money Is: Award-winning TV managers share their strategies for funding their video shops" (electronic media: video, budgeting). Russ Moore, March 1989, p. 38.

"The Winning Combination: When you put together planning and panache, it adds up to a successful campaign special event" (capital campaigns, special events). Heather Ricker Gilbert, June 1989, p. 42.

"Won't You Be My Neighbor? Eleven award-winning ways to get in touch with the community" (community relations). Scott H. Levine, October 1989, p. 36.

Management

"Basic Training: Point new employees in the right direction with a thorough orientation" (training). Lindy Keane Carter, July/August 1989, p. 26.

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"Bringing Staff Around: To coax the best from tomorrow's fund raisers, Harvard spends time on training today" (staffing, training). Richard B. Boardman, July/August 1989, p. 32.

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"Put Your Ethics to the Test: We in advancement cannot afford to erode public trust" (ethics). Roger M. Swanson, June 1989, p. 80.

"Searching for Soulmates: To recruit students who are right for you, find and communicate your institution's most deeply held values" (market research, marketing, recruitment communications, corporate culture). Patti Crane and Libby Turner, February 1989, p. 42.

"Tales from the Front of the Computer Screen: Tips on making the transition to computerized design" (desktop publishing, design, training). Marcelle Lapow Toor, January 1989, p. 21.

"The Price of Participation: What you spend to get more donors—it might not need to be much—depends only on you" (annual fund, comparative results, reporting standards, cost of fund raising). Margaret A. Duronio, Bruce Loessin, and Roy J. Nirsche Jr., April 1989, p. 39.

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"Where the Money Is: Award-winning TV managers share their strategies for funding their video shops" (electronic media; video, budgeting). Russ Moore, March 1989, p. 38.

Periodicals

"Bostonia in the Big Time: With a tightening budget and increasing pressure to produce, publisher and editor Laura Freid could have retreated to the ivory tower. Instead, she took her alumni magazine to the streets" (management: periodicals, advertising). Ellen Ryan, September 1989, p. 46.

"Return of the Living Dull: Freshen stale publications by upgrading your vision, methods, and attitude" (management: periodicals). Elise Hancock, May 1989, p. 44.

"Two for the Price of One: Slipping an extra publication into your regular periodical can double your savings—or your work" (inserts, annual reports). Donna Shoemaker, April 1989, p. 46.

Public Affairs

"Education's Mistaken Identity: American educators, like businesses, must learn to adapt their world view to the emerging global reality" (future trends, education's relationship to the economy). Joel Kotkin, October 1989, p. 6.

"Making the Ideal Real: Campus Compact helps college students create a better world through community service" (management: volunteers, purposes of education). Anne Hinman Diffily, February 1989, p. 6.

"On the Money: Educational competitiveness can help the United States improve its standing in the global economy" (education issues, education's relationship to the economy). Sven Groenning, April 1989, p. 6.

Publications

"Beyond Word Processing: Specialty software can turn your computer into a real editing tool" (editing, computers/word processing, writing). Larry Haight, January 1989, p. 28.

"Demystify Your Memos: Churchill was right: To get your point across, cut out anything that's not clear, concise, and conversational" (writing). Jim Sellers, February 1989, p. 50.

"Heart and Soul: Quick do's and don'ts for your own unique case statement" (capital campaigns, case

statements, development publications). David R. Treadwell Jr., June 1989, p. 54.

"I Remember Charlie: A colleague's fond appreciation of Charles Michael Helmken and a design retrospective of his work for AAC and CASE" (design, CASE programs and activities). Robert Reichley, November/December 1989, p. 47.

"Just Say No . . . And 15 other great ways to keep you from a deluge of publications management problems" (management: publications). Ellen Ryan, May 1989, p. 26.

"Leaving the Past Behind: How to avoid getting carried away by the problems of desktop publishing" (desktop publishing). David Drake, May 1989, p. 36.

"Managing by Microchip: Computers aren't just for editing anymore" (computers/word processors, management: publications). Karen Garrison, May 1989, p. 40.

"More Than Just Desktop Design: A designer tells how one large publications shop moved into the computer age" (desktop publishing, design). Phil Wilson, January 1989, p. 18.

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"Stating Your Case: The art, the science, and the future of the quintessential campaign document" (capital campaigns, case statements, development publications). Roland King, June 1989, p. 46.

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"Ten Common Desktop Design Pitfalls: Don't let all that fancy new technology distract you from clear communication" (desktop publishing, design). Roger C. Parker, January 1989, p. 24.

"To Charge or Not to Charge: Publications directors weigh the merits of charge-back systems" (charge-back systems). Tina M. Hay, May 1989, p. 30.

"Two for the Price of One: Slipping an extra publication into your regular periodical can double your savings—or your work" (inserts, annual reports). Donna Shoemaker, April 1989, p. 46.

Student Recruitment

"Building a Theme Team: How members of your campus community can help develop positioning themes to make your institution a winner" (marketing). George Dehne, July/August 1989, p. 20.

"A Campus of Many Colors: Mainstreaming your message can help you recruit and retain minority students" (minority students). Bernice Ashby Thieblot, September 1989, p. 12.

"Let's Put an End to the Madness: A high school teacher says admissions officers must share the blame for the hysteria over the 'right' college" (ethics, recruitment communications). Patrick Welsh, February 1989, p. 72.

"Searching for Soulmates: To recruit students who are right for you, find and communicate your institution's most deeply held values" (market research, marketing, recruitment communications, corporate culture). Patti Crane and Libby Turner, February 1989, p. 42.

"Stand by Me: What's new and what works in minority retention programs" (minority students). Phil Zimmer, September 1989, p. 8.

"Themes in Action: St. Lawrence University's PR director tells how her institution put its themes to use" (marketing). Lisa M. Cania, July/August 1989, p. 22.

IN SHORT

New additions.

You're likely to hear some new voices on the line the next time you call CASE. We've recently welcomed four staff members.

• *Alumni Administration*: Sally Burks, a graduate of Duke University, is the new program assistant for Vice President Paul Chowning.

• *Operations*: Sarah Wetherston, a graduate of St. John's College (MD), joins us as the administrative assistant to Senior Vice President Virginia Carter Smith.

• *Finance and Administration*: Luz Agustin, formerly a financial assistant at International Business Forms Industries, climbs on board as an accounts receivable technician; and Patricia Harris, a graduate of Virginia Commonwealth University, is our part-time payroll clerk.

Words from the wise.

Writers are often the first to offer advice about their craft. Well-known wordsmiths offer these valuable tips. *Maxwell Perkins*: "Just get it down on paper, and then you'll see what to do with it." *Mark Twain*: "The difference between an almost-perfect word and a perfect word is the difference between a lightning bug and lightning." *William Strunk Jr.*: "Omit needless words. Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short or that he avoid all detail and treat his subjects only in outline, but that every word tell."

Epictetus: "If you wish to be a writer, write."

Laurence Sterne: "Writing when properly managed . . . is but a different name for conversation."

Handy reference.

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